Sun Spots

FROM THE PARADISE OF PALM DESERT

VOL. 5 NO. 1 PUBLISHED NOW AND THEN AT PALM DESERT, CALIFORNIA FALL 1951

EAGERNESS AT EASTER

Castoff is 'brer rabbit in the excitement of discovery during annual Easter egg hunt on Shadow Mountain Club's spacious lawns. Wee tot, Annette, daughter of Mr. and Mrs. Ben Cowan (1), cogitates as Cynthia, daughter of Mr. and Mrs. Walter Keefe, gestures her joy.

EQUESTRIAN EQUIPOISE

All the thrills of good horsemanship entertain visitors to the Club's equestrian arena; in this instance, a rider from Monte Montana's famed troupe of skilled performers.

POOLTIME PLEASURE

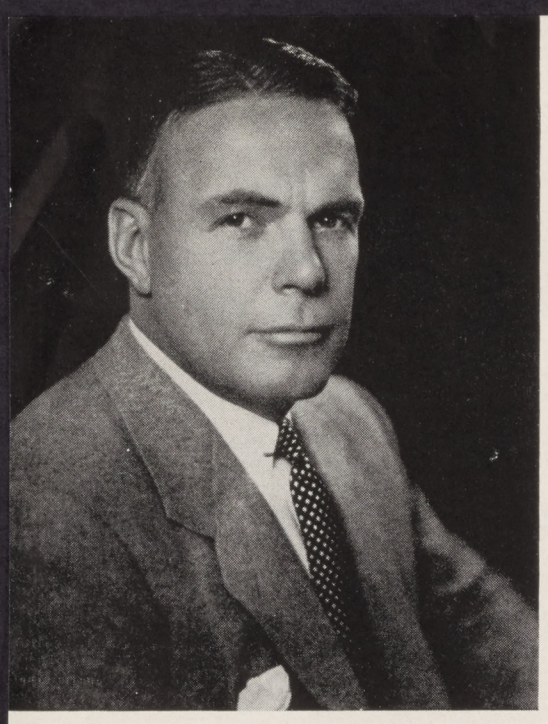
Year 'round center of activity is the fabulous figure-eight pool with all its wonderful appurtenances for aquatic pleasure. Shown here is the U.C.L.A. Bruins water team during their yearly trek to the Club, pleasing guests with a fast game of polo.

MAID AND MASCOT

Pulchritudinous model from one of many fashion shows staged during the year, poses on the promenade with Dakar, Cliff Henderson's magnificent Great Dane, and Club mascot-pet.

PARTY AT POOLSIDE

Enjoying luncheon during the winter season in the informal atmosphere of "fun in the sun" are (l. to r.): Mr. Robert G. Fithian, Hollywood; Mrs. Fred Johnson, Santa Cruz; Mr. Bud Monroe, Los Angeles; Mrs. Fithian; Mrs. Monroe; and Polly D'Ardis Wilson, Pasadena and Palm Desert.



TO THE MEMBERS:

Greetings to all of you and to your friends who would also enjoy the pleasures of membership in the Shadow Mountain Club.

All of us should be most happy that, thanks to the excellent condition of our Club, we can anticipate an even more wonderful winter at Palm Desert than ever before.

Though new, the Club appears to have already achieved an immediate goal. There presently exists a unity of friendly spirit, an environment of wholesome fun, a flair for progress and the future, a tradition of pride. These things are enjoyed in the company of good fellows meeting under favorable and congenial conditions, in the privacy of comfortable and spacious surroundings.

Here, I feel strongly, is a resurgence of good American group spirit and family activity that hearkens back to a day when fundamental precepts were matters of practice rather than pretense. Many problems dissolve when there is no divergence of interests and where all age groups of a family participate together in the understanding and enjoyment of the one end of rational and healthful living. Here is a rebirth of the best of old forms of happy living, accentuated by the natural advantages of a perfect desert setting, and returning to one and all the benefits such living makes possible. These things are ours in a land that breathes expansiveness, bespeaks tranquillity, invites rest and surcease from long and anxious hours, and encourages a return to the values of close association for the furtherance of common interests.

These qualities have brought to us recognition as one of the most complete family Clubs in all the world. There could be no greater accolade than such a tribute.

These are good and sufficient reasons for the being of the Shadow Mountain Club. And I am proud to be its new president.

Cordially,

Arthur C Stewart

President, Shadow Mountain Club

Introduction

MEET YOUR NEW MANAGEMENT STAFF

"They are a welcome addition to our huge family."

With this statement Cliff Henderson welcomed the advent of two new executives, together with their families, to the Shadow Mountain Club staff.

* * *

A man of exceptional ability, our new executive vice president and executive assistant to the president, by appointment of The Board of Directors of the Palm Desert Corporation, is Earle Hupp. Native Californian, born in Los Angeles, Mr. Hupp is a graduate of U.S.C. Formerly associated with the Firestone Tire and Rubber Company, he was assistant to the president and personal assistant to Mr. Leonard Firestone for nine years, before going into the automotive business for himself. He recently sold this business to devote full time to his new duties at the Club. Mr. Henderson described Hupp as a man of " . . . mature and successful experience and background as a business administrator."

* * *

Affiliated with leading southland and west coast hotels for the past fourteen years, Maynard Strahl is now the new Club manager. His experience, including four years at the Bel Air, two years at the Beverly Hills and six years at the Beverly Wilshire hotels, makes him well qualified for his present position. He comes here directly from British Columbia's famed Harrison Hot Springs Hotel and Golf Club where he was manager during the past year. " . . . with the Club under his direction, the promise of a season long to be remembered is now offered to our members," stated Mr. Henderson.

Popularity

Straight through the summer months our Club's popularity soared to new heights. So many new members were added to the roster that we have made the listing of names a separate insert included with this issue. In connection with membership, be sure to read the "Time Now at Hand . . . " story on page five!

Club and Community Hail the Past, Herald the Future

Yesterday's Dream Has Become Today's Paradise of Reality

Like healthy, sturdy trees, the Shadow Mountain Club and the Palm Desert community have taken firm root, and during the past several months have experienced incredulous growth almost beyond belief. All the while, they are maturing into an ever more splendid entity of increasing significance.

In the very beginning there was only a beautiful cove of empty desertland nestling on an elevated plain in the friendly protection of towering Shadow Mountain, part of the impressive Santa Rosa mountain range. There was only the virgin land of rich alluvial soil, with majestic panoramic views of the lush-green valley below and the snow capped peaks of San Jacinto and San Gorgonio in the distance. There existed the all-pervading glory of health-giving sun and pure air. Below the land lay good water in plenty. Nature had provided a perfect situation and waited only the settling of people to enjoy its bounty. There were no homes, much less any development. There was only vision for the future in the minds of men.

In the inspiration of this setting, a group of the West's most progressive and substantial citizens pooled their creative imaginations, energies and a good portion of their financial resources to build a planned community. They further appraised the natural advantages that Palm Desert offered. The hours more sun each week . . . climate that is degrees cooler during the warm months, providing a longer season for desert living . . . the close proximity to the Idyllwild mountain resort for pine country sports in winter or summer . . . the nearness of Salton Sea with its boating, aquatic sports, myriad of birds and duck hunting . . . and the innumerable other attractions that marked this location as ideal for desert living. And they commenced building something idyllic and completely different.

A community where families may gather at a distinctive center for social and recreational activity is a sound community. Therefore, the Shadow Mountain Club was first on the construction agenda. The spacious, luxurious million dollar Club that rose out of the sands, planted upon a 75 acre plot of ground sufficient for all present facilities and those planned in the course of time, attracted many substantial families of the West and from all over the nation. Homes began building. Miles of streets, natural gas and all utilities and modern conveniences of communication were established. The very important requisites of a community church and a public school took form. Beautiful, comfortable hotel accommodations for visitors . . . stores and shops of various kinds to serve all needs of a community, appeared as if by magic. The tempo increased and more and more homes sprang into existence. Everyone seemed to sense the quality of development; the careful planning and building of shopping centers and town parks, all designed to adequately care for the demands of the future. There emerged a complete town. The character and scope of the Palm Desert project attracted national attention. It became a harbinger of good tidings pointing the way to good living.

So, in a very few years, Palm Desert has become today's paradise of reality; a truly American community of significance.

The past season marked an important milestone in the history of the Shadow Mountain Club. The membership now totals approximately 1,100 members, including citizens of substance from 28 States foreign to California. Many, many members have built splendid homes in Palm Desert and it is reasonably anticipated that 200 homes will have been built before many more months have passed. These homes vary from small but smart one and two bedroom desert-designed residences to several estates with expansive grounds and swimming pools. Homes that accentuate the advantages of desert living. Many fine, new family friendships have flourished, and it is evident that many more will develop as the community continues to grow. *Palm Desert can most truly be called a community of charming homes and gracious neighbors.*

Social life at the Club, during the past season, included many eventful and colorful costume parties. The third annual Shadow Ball, Dixie Ball with old minstrel show, Arabian Nights Ball and

the several seasonal parties at Thanksgiving, Christmas and New Year's were outstanding and fast becoming traditional. The calendar of events for the approaching season will be replete with social activities and fun for every member of the family. Special emphasis will be given junior activities. The many unique and constructive suggestions made by members have been given important consideration in formulating future policies.

The third summer season with modified operations proved most successful. Many members, together with their families, enjoyed the Club over the Fourth of July weekend, and many regularly motored to the Club from coastal cities during the summer months. The active cooperation and participation of our fine membership is proving that a permanent family desert Club is workable. In fact, it is a reality.

The enlarged Club membership has made possible numerous and salient improvements and additions to the Club's facilities. A refurbished and sparkling Club, showing extensive improvements, is waiting to make your hours of enjoyment fulsome.

Now, much different than in the beginning, there stands a full-fledged community. One that eagerly looks forward to extending the newly found advantages to others, to additional homes of beauty, to more good living in a wholesome environment, to peace and quiet, to fun and pleasures, to enjoyment and happiness in full measure.

Sincerely,

Cliff Henderson

Palm Desert Corporation
Founder-President

HARMONY IN A HOME. Aerial view above shows new Sun Lodge units on 11 acre tract, with swimming pool and recreational area, adjacent to Shadow Mountain Club in upper half of photo.

Closeup of units reveals redwood-stone combination blending harmoniously with desert and mountain topography. Designer is Walter White, Jr., noted for his desert creations.—All photos on this page by Gayle's Studios.

Sun Lodge LIVING

By ROBERT REISTRUP

"Tailored for gracious desert living" is the substance of any story about the remarkable Palm Desert Sun Lodge Colony, the ultimate in desert bungalow-homes.

Now grown to 30 individual Lodges, these Walter White designed homes are compact, modern units of comfort, convenience and smartness, affording planned-for-living luxury on the desert, within the range of nominal budgeting.

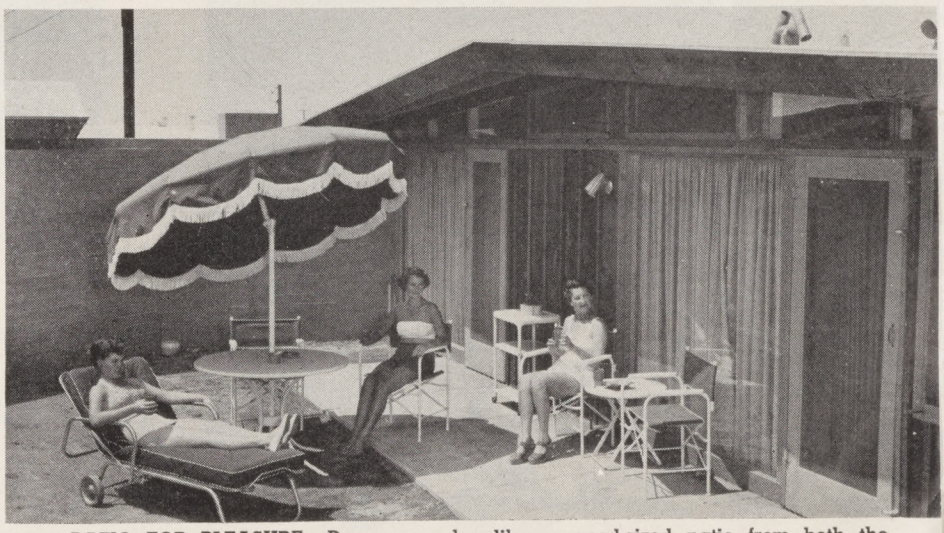
Polly D'Ardis Wilson, well-known socialite and ceramic designer, Hotel Huntington, Pasadena, and Palm Desert, typifies the quality of enjoyment to be found in Sun Lodge ownership. Originally intending to live away from the city only during the winter months, Mrs. Wilson became so enthralled with the peacefulness and pleasures of Palm Desert and Shadow Mountain Club life, that she became a year 'round resident, "thoroughly enjoying every minute of the time."

Mrs. Wilson recommends that " . . . you can furnish with what you have if you wish, as in my instance, a mixture of modern and traditional works out very well." Adding charm, are the many personal accoutrements that grace her home, such as alpaca rugs which she carried by plane on her return from Lima, Peru; self-designed ceramic ware produced in her own pottery; a long-cherished console server from her dining set; a collector's-piece antique Chinese silver teapot; and many other items of special interest and intrinsic values.

On the practical side, Mrs. Wilson has adapted her furnishings to desert living. All floors in her Sun Lodge are of asphalt tile which she favors over other types of flooring for ease of maintenance. Her living room divan of eggshell and clat brown quilted tapestry, is slip covered for desert smartness and easy cleaning. On the economy side she is proud of having used unbleached sheeting, vat-dyed aqua to match all of her walls, for the considerable yardage of curtaining required for the many picture-view windows featured in Sun Lodge construction. These curtains, on traverses, are opaque, reducing the brilliancy of sunshine yet permeating the rooms with cheery light. These attractive curtains permit of re-dyeing in any color scheme desired almost as cheaply as ordinary cleaning.

Each Lodge in the Colony is, of course, furnished by each individual owner in a motif that varies according to personal

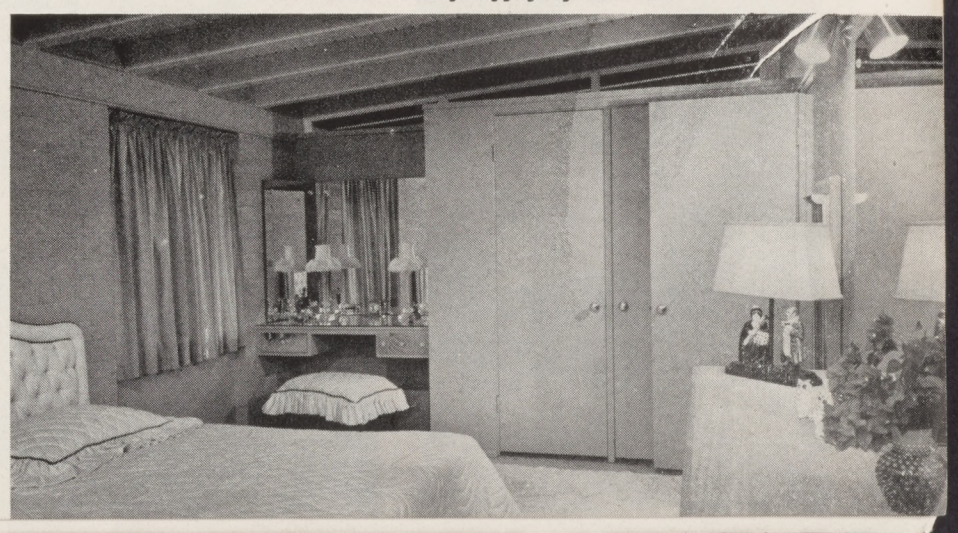
(Continued on page 7)

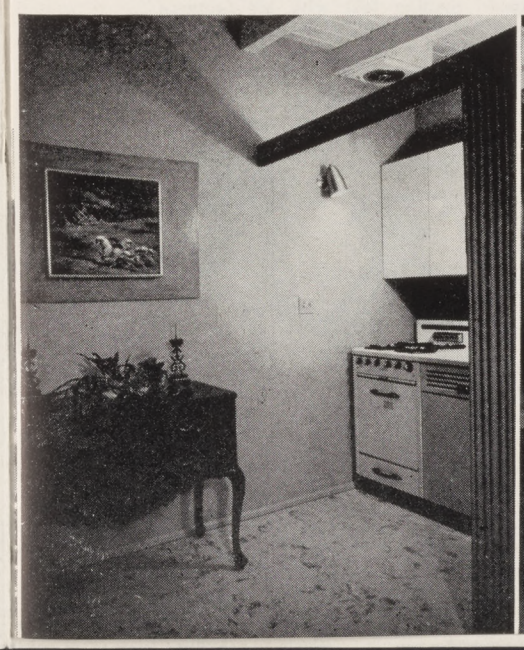


PATIO FOR PLEASURE. Doors open handily on good-sized patio from both the living and bed room. Mrs. Wilson (right) entertains delightfully in the complete seclusion of walled-in patio. Though contiguous, Sun Lodges afford maximum privacy to owners. Lawn, landscaping, including unusual rock garden of her own design, are being added to enhance beauty of view from patio.

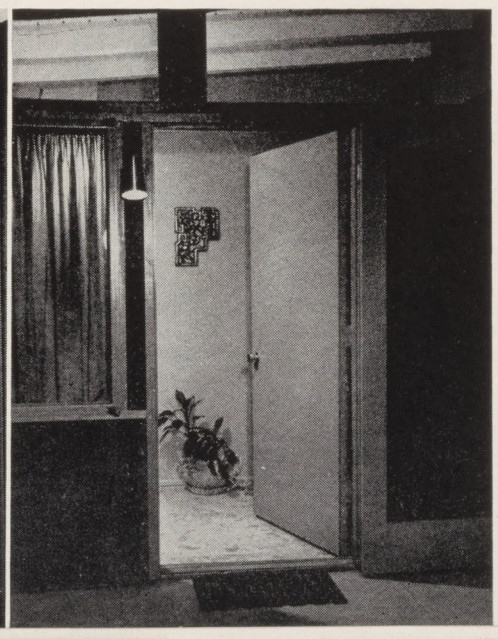
DOWN ON THE DESERT. Mrs. Wilson graces fan-back ladies' chair in this partial view of her Lodge living room. Modern club chairs (not shown) and all upholstered furniture provide the luxury of down cushioning. Ceramics displayed in mahogany Georgian cabinet and elsewhere are of her design. Scatter rugs are alpacas. Motif of spacious room combines modern and traditional, includes selections from Fields London Gallery.

BEDROOM BUILT FOR REST. Amply comfortable is this room. Twin beds, foam rubber mattresses, oversize, custom made. Headboards, spreads, are antique satin, cyclamen corded velvet. Honduras mahogany 10 drawer chest provides generous space. Owls and lamps shown are personal pottery products. Winged-mirror dressing table, large mirror over chest, reflect size. White shag rug covers floor. Deep closets are more than adequate for wardrobe. Not shown is hall storage closet for seasonal clothing, luggage, general use.





BEAUTY AND UTILITY. Artistic grouping of console, western oil canvas mounted on rubbed wood plaque, Chinese pewter candle sticks, lend air of distinction to kitchen nearby. Murphy Cabranette features refrigerator with automatic door opener, compartment for deep freeze. Attractive accordion door closes off adjacent living quarters.



INVITATION TO LIVING. Wall-hanging welcome symbol, from arch of Chinese doorway, greets visitors at entrance. From invigorating outdoors, a swim in the pool, moonlight bridle trails, or Club Terrace dance, one walks through this portal into 20th century convenience, low-cost luxury, an atmosphere of relaxation and joyful living.

We Had Fun! Memory Lane of Last Season's Activities

FASHION IN THE EVENING. Terrace promenade in finery of fine detail. Casual, sportswear, daytime. Height of fashion, night time.

DURING THE SEASON some came for rest and relaxation . . . some for fun and frivolity . . . others for sports and athletic diversions . . . all came for the wonderful time they had just doing exactly the things they liked to do . . . according to individual moods.

IT'S JUST LIKE HOME in that respect. All the privacy in the world, all the conveniences . . . plus, of course, the marvelous facilities and services of a Club, which you just can't expect to find at home. Every guest, too, is one of your choosing . . . just as it would be at home. So there's little wonder that our Club has such an unusually interesting, high-type, convivial group of people. They speak the same language.

STUDY IN CONCENTRATION. "Shadows" Shanda and Littlejohn, children of Mr. and Mrs. Bill Lear, study which little foot to put forward first.

ARABIAN NIGHTS. One of the best of a thousand and one. Mr. and Mrs. Edgar Bergen, in the tradition of good Arabians, feast before joining in Club's annual Arabian Nights Ball festivities.

LUAU AT ALOHA TIME. "Truly" Hawaiian dance performed by (l. to r.) Henry "Hank" Gogerty, Cliff Henderson (seen over Gogerty's shoulder), William MacLauchlan, II, Wilbur Baer and Walter Pidgeon.

THE FLAGS FLYING from the pole, down on the north end of the grounds, sort of encompass the whole Club idea. The American flag topside . . . the golden bear of California . . . last but not least, the flag of Shadow Mountain Club . . . representing in the commonwealth of flags the values that constitute an American group of substantial people.

FASHIONS ARE INTERESTING, and the style-world goings-on paraded before you while you relaxed comfortably and watched the showing of the entire collection of exclusive gowns flown directly from Paris by Schiaparelli . . . or the swim suits, casual and sportswear showings of Juli Lynn Charlot, Catalina, Marge Shippey and others.

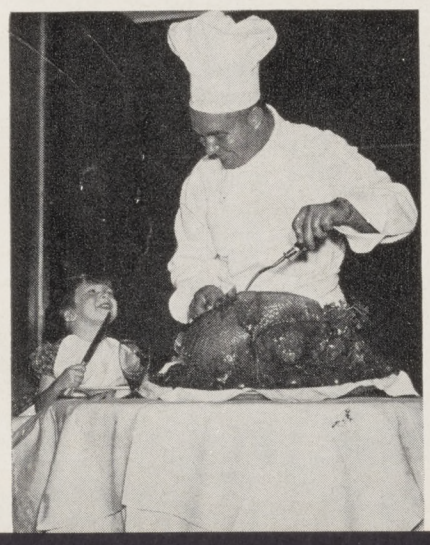
PARTIES ARE FUN, and the many wonderful nights of fun-filled hours held forth the enchantment of a quality that one can find only in the company of selective congeniality. Nights that live in memories . . . with their varying themes of the Old West, New Year's, Christmas, Hawaiian, Valentine, Easter, Arabian, Dixie and many others, topped by the exquisite, beautiful formality of the wondrous *Shadow Ball.* Dinner-dances, parties, balls . . . the *raison d'etre* for all the laughter, happiness and sparkling fun of adults thoroughly enjoying nocturnal play.

SWIMMING IS FOR EVERYONE, even those who don't go in the water! The huge figure-eight central pool was the scene of professional aquatic exhibitions and competitions, with Olympic champions and members swimming, diving, disporting in the water, providing fun for those taking part and diversion for those who just looked on. The children, too, kept busy in the safety of their

PROPS, LIGHTS, ACTION. Bozo clowns by planting prop balloons on famed movie director Clarence Brown and Mrs. Brown, as Mrs. Nina Winans (r.) looks on. New Year's Eve party is one of the biggest events of the season.

RIDERS OF THE PURPLE SAGE. "Palm Desert Raiders," community riding club with whom members and guests join in Western horsemanship activities. Club's own stables provide mounts for trail riding.

CHERUB AND CHEF. Piquant, sweet and . . . very hungry, knife poised to help out on carving, little darling prepares to feast on generous portion of delectable turkey. Even at her tender age she is cognizant of Club's fine cuisine.



AUSPICIOUS OCCASION FOR WOMEN. But judging from the photo, everyone looks with favor upon fashion parades 'neath the sun. Notable showings were pleasing interludes, in the perfect setting of the pleasant terrace.

NO DESERT MIRAGE. Real Yuletide snow man made from San Jacinto snow, melting fast with his features and buttons slightly askew, tries delaying his day of reckoning . . . as who wouldn't in such charming company?

OFFICERS:
ARTHUR C. STEWART
PRESIDENT
STEPHEN W. ROYCE
VICE PRESIDENT
FRANK W BIRELEY
SECRETARY-TREASURER

DIRECTORS:
FRANK W. BIRELEY
CLIFFORD W. HENDERSON
LEONARD K. FIRESTONE
STEPHEN W. ROYCE
ARTHUR C. STEWART

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OSCAR A. TRIPPET • GWYNN WILSON • RAYMOND R. WILSON

FACTUAL STATEMENT

(Revised Edition, December, 1951)

From the Board of Governors of

Shadow Mountain Club

Palm Desert
Community Association
(A Non-Profit Corporation)

THE **spacious Shadow Mountain Club** is the practical functioning of "an idea"—namely a million-dollar **family club** with a select membership and **nominal annual dues** established on a **non-resident basis.** Food, refreshments and services, by Board policy, are made available to members and their guests at a cost level. The extensive Club facilities and grounds which require an average staff of sixty-five employees are successfully maintained with the support of approximately 1100 member-families. The plan is a mutual democratic idea. Additional recreational facilities are being financed by a limited number of new members. The membership will not be increased to the point of overcrowding and all new members will be elected and sponsored from within the friendship groups of present Club members. The maintenance and continued success of the Club, therefore, is premised upon the support of approximately 1100 member-families paying nominal or non-resident dues. Guest cards are restricted, by Board action, to one three-day consecutive card per guest-family in any one year. Members will always have the pleasure and privilege of extending guest cards to out-of-city or out-of-state guests on this basis. Practical additions to the present spacious and varied Club facilities assure the Club of being the most complete and successful family club in all the world. The present membership and Board of Governors are committed to the fulfillment of this objective.

Inasmuch as the Club is free and clear of bonded or mortgage indebtedness 100% of the initiation fees accrue to a special fund for the maintenance of present facilities and construction of added facilities to be enjoyed by the present membership and the potential new membership. The Charter membership now totals approximately 1100 and is substantially complete. Shadow Mountain Club membership will be enhanced in value when the initiation fee is increased on March 21, 1952, and it is believed that Club membership will be highly coveted and more valuable with the prospects of a closed membership in the future.

The accompanying Club magazine "Sun Spots" reflects community life at Shadow Mountain Club and outlines the full schedule of social and recreation program for the new season.

Before increasing the Club initiation fee, the Board of Governors have elected to send this Factual Statement and Pictorial material to a select group whom they invite to make application for membership. By recent Board action membership initiation fee will be increased to $200.00 plus Federal Tax, effective March 21, 1952. The Board of Governors reserves the right to close memberships when enough funds have been received from initiation fees to finance additional Club facilities believed to be desirable for the pleasure and recreation of all members and their families. Membership will not be increased to the point of overcrowding. All applications are subject to the final approval of the Membership Committee.

Having been told that no salesman or sales campaign would be exerted to influence or pressure you to join, it was deemed advisable by the Board of Governors, to recite for the personal information of a selected list of potential members, the pertinent facts concerning the properties included in the project, plus the privileges and obligations, which club membership entails.

1. **Q. Does Palm Desert Corporation own its land free and clear?**
   A. Yes. Palm Desert Corporation holds clear title to all the acreage set aside for the Shadow Mountain Club buildings and grounds. Furthermore, the Club has no bonded or mortgage indebtedness. The

Club structures, recreation facilities, equipment and grounds represents capital investment of approximately $1,000,000.00.

2. **Q. Are members responsible for club taxes, debts, etc.?**
   A. No. Members' liability is restricted to intiation fees, and annual dues as set forth herein, plus any personal obligations for food, lodging, or other charges personally authorized.

3. **Q. Do you have to buy property to become a member?**
   A. No. However, privilege of buying property in Shadow Mountain Club Estates is restricted to Club members.

4. **Q. Are memberships transferable?**
   A. Yes. To applicants approved by membership committee and upon payment of transfer fee.

5. **Q Can a member resign from the Club?**
   A. Yes. Any member may resign upon sixty days written notice and upon payment of any existing obligations then due the Club including dues or obligations for food, lodging, or other charges personally authorized.

6. **Q. Will rooms and bungalows in club area be available to members and guests?**
   A. Shadow Mountain Club members and families receive reservation priority from all Palm Desert lodge-hotels.

7. **Q. How do you become a member?**
   A. By invitation only, and upon acceptance of application by membership committee.

8. **Q. Will my initiation fee be used to finance construction?**
   A. 100% of funds now being received from initiation fees are being deposited in a special club construction account to be expended for maintenance of present facilities and construction of added features to be enjoyed by the present membership. This will augment substantial funds which have already been expended and are being planned to be spent under the budget.

9. **Q. If I join now, when will dues start?**
   A. Initiation fee of $100 plus 20% federal tax will include dues until opening of 1952-1953 desert season (October 1952). Initiation fee, by board action increased to $200 plus 20% federal tax, effective March 21, 1952. Dues for future years have been established by association by-laws at a maximum of $100.00 per season, plus 20% federal tax.

10. **Q. How far is Palm Desert and Shadow Mountain Club from Los Angeles?**
    A. 121 miles.

11. **Q. Are all members of the family entitled to share in memberships?**
    A. All members' children under 21 years of age, in addition to member and his wife, share Club privileges. Members of the immediate family over 21 years of age, living at home are efforded special associate memberships at $25 annually.

12. **Q. Will the Club be open all year?**
    A. Yes. Including modified operations during summer months. Club will, however, be closed during late summer to permit new construction, renovation and painting for opening of new Desert season.

CLUB FACILITIES NOW AVAILABLE TO THE MEMBERSHIP:

1. The completed Clubhouse facilities includes spacious lobby, Dining Room, Cocktail Lounge and adjacent terraces, mammoth figure 8 swimming pool with spectacular slides and varied diving boards and olympic championship diving platforms. The Shadow Mountain Club swimming pool is one of the largest and most completely equipped club pools of the Nation. It is the source of continued pleasure and recreation to all age groups of the membership. The Clubhouse structure includes accompanying dressing rooms and sun terraces.

2. The opening of the 1950-1951 "Desert Season" included the completion of a mammoth poolside Rumpus Room incorporating soda fountain, snack bar and varied games including ping-pong, shuffleboard, darts, etc. This new structure has added hours of varied pleasure for the members and their families.

3. Several additional and practical facilities have been completed as the 1951-1952 desert season opens. These include the new "Manzanita Room" which is a spacious addition to the Clubhouse proper, providing a private dining room for luncheons, special parties and dinners of all character, and which by practical design can be utilized to expand the present dining facilities on needed occasions such as New Year's Eve and other major Club functions and dinner parties. The second major improvement includes completion of a quarter-mile track and turfed oval in addition to the present extensive equestrian facilities. This new equestrian stadium provides a practical and spacious locale for varied events including Horse Shows, Gymkhanas, "broom" polo games, steeple chase and amateur horse-and-cart racing of all types. The third major addition to Club facilities is the redesigned and substantially enlarged approach and putt golf course which will add much to the challenge and pleasure of golf-minded members.

4. The outdoor recreational features now include:
   A. Mammonth Figure-8 swimming pool, with children's wading pool and play area.
   B. Championship lighted tennis courts. Shuffleboard courts.
   C. Miniature boating lake including Pier and Boathouse.
   D. Turfed approach and putt golf course, redesigned and enlarged for 1951-1952 season.
   E. Turfed driving range.
   F. Equestrian stables with quarter-mile track and turf infield as set forth above—stables including barbecue pavilion, "Show Saddle" Tack Room, Box stalls, corrals and accompanying facilities.

The Shadow Mountain Club and Palm Desert Story

MAGNIFICENT Shadow Mountain is the spectacular backdrop for one of nature's most perfect desert settings. Rising from the vast Coachella Valley floor, and sheltered in a protecting cove of the Santa Rosa Mountains are the 1620 acres which comprise the incomparable new community known as Palm Desert. The spacious Shadow Mountain Club with its extensive and varied recreational facilities provides the social and recreational life for the representative families included in the Club membership. The Club has been conceived and constructed as a family club providing wholesome and healthful activities for every age group. Even before the war, a group of Southern California executives and sportsmen envisioned this matchless desert area as the long-sought-for location of a new, carefully planned and restricted community that would encompass every element which has made Southern California the synonym for life at its best. The Board of Governors and sponsors were determined to create a club where complete relaxation, family life, and sports activity would reach new peaks of enjoyment and to make spacious and extensive Club facilities available to selected and approved families with nominal or non-resident annual dues.

An inspection of the spacious Shadow Mountain Club facilities and the continuing growth of the Community proper offers bountiful evidence that the sponsors' objective has been accomplished. The Club buildings and properties including the 75 acres devoted exclusively to the Club grounds represents cash expenditures of approximately $1,000,000.00. It is gratifying for the present membership to know, and significant for prospective new members to learn that as of this date Shadow Mountain Club is free and clear of any bonded or mortgage indebtedness. The Club structures and recreation facilities are for more complete and specious than set forth in the original brochure. The Club which now approximates 1100 members, including select families from 28 different states and Canada, has enjoyed three successful seasons; furthermore, the Club with modified operations has remained open throughout the summer and given added pleasures to the members living in Coachella Valley as well as those who have elected to visit the Desert during the late spring, summer and early fall months.

As the fourth season opens substantial thousands are being expended for new and additional facilities to be enjoyed by the members and their families. No club in all the world more nearly approaches the objective of creating a truly family club and no club offers such varied and luxurious facilities at such nominal initiation fee and nominal annual dues. The policy of the Board of Governors to provide wonderful food and service to the membership at exceedingly nominal tariffs adds further to the desirability and practicability of Shadow Mountain Club membership.

SHADOW MOUNTAIN ESTATES

The Shadow Mountain Estate residence sites which surround the Club are available only to Shadow Mountain Club members, however, the purchase of property **is not** a condition of Shadow Mountain Club membership. Many of the members and their families find it convenient and economical to live at one of the ten bungalow lodge hotels within the Palm Desert Community and immediately adjacent to the Club properties.

PALM DESERT COMMUNITY—CHARMING HOMES—GRACIOUS NEIGHBORS

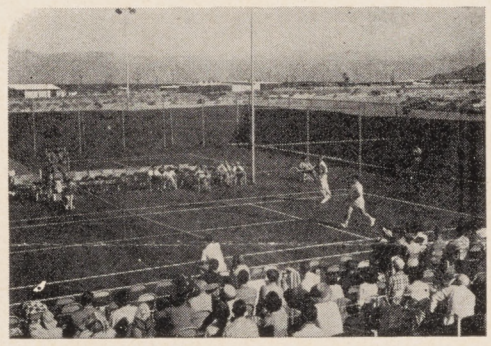
The Palm Desert Community project has moved from the "Idea and Desert Wasteland" status through Subdivision Status and is now a living, throbbing and growing Community with fine schools, a Community Church, art gallery, Class two United States Post Office plus every shopping convenience. The recently established fire department has resulted in a reduction of fire insurance rates of approximately 32% for all Palm Desert Community property owners. The many private homes varying from charming small Desert cottages to the several estates attest as to the security and future of the Palm Desert Community and the Shadow Mountain Club. Many families from all parts of the nation have selected a site and built a home at Palm Desert following a careful survey of the many resort and retirement communities throughout the West—a total of 138 homes completed or under actual construction as of this date. They have evaluated the many and varied natural and created advantages of this particular locale. The Palm Desert Community and Shadow Mountain Club is situated in a protected cove which is acknowledged by desert authorities to be one of the most beautiful areas in the American Desert, with the majestic snow-capped San Jacinto and San Gorgonio peaks lying in the distance. Palm Desert enjoys many unique and significant natural advantages; namely, hours more sun, successful television reception, and longer season with cooler temperatures during late spring, summer and early fall months. Palm Desert's natural blessed charm has been carefully protected by community planning that assures a sound future — a future which can never be marred by intrusions of inferior developments. It is a community of gracious neighbors, where man is rich in recreation and happiness regardless of his station in life.

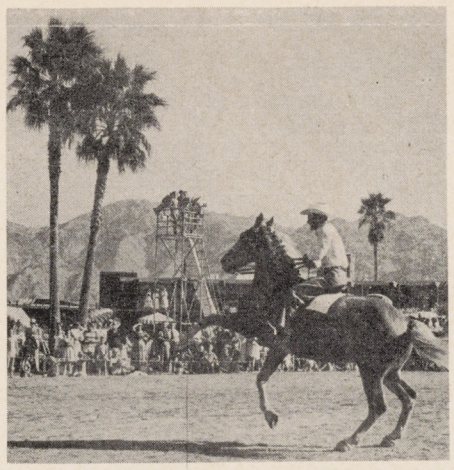
DESERT MAGAZINE PRESS 500—2-52

Palm Desert --an American Community of Significance

SHADOW MOUNTAIN CLUB
Palm Desert

Healthful social and recreational activities for every member of the family.





HOURS MORE SUN
LOTS MORE FUN

The Shadow Mountain Club, spacious, luxurious million dollar family Club, built on 75 beautified acres, is the hub of the Palm Desert community of charming homes and gracious neighbors.

Shadow Mountain Club
Palm Desert
Community Association

PHONE PALM DESERT 76-2911
P. O. BOX 1
PALM DESERT, CALIFORNIA

Shadow Mountain Club ROSTER OF NEW MEMBERS

ROSTER

Shadow Mountain Club

New Members

Our roster of members was considerably increased during the past season. They came from many points; from California to Florida, from Canada to New York, from Minnesota to Maryland, from Wisconsin to West Virginia. Welcomed to the Shadow Mountain Club family of members, up to and including August 1, 1951, were the following:

ABEL, Mr. Harry A., Sacramento
ABERSOLD, Mr. & Mrs. Shelton, Indio
ACKMAN, Mr. & Mrs. Harvel L., San Marino
ADAMS, Col. Walter H., Glendale
ADDINTON, William, Indio
ALLEN, E. E. Mr. & Mrs., Indio
ALEXANDER, Dr. Charles B., Harvey, Illinois
ALLWINE, Dr. Wayne H.,
ALLWINE, Dr. Wayne H., Glendale
ANDRES, Paul H., Oklahoma City
ANDREWS, Daurine E., Bell
ARLIN, A. W., Sunland
ARMSTRONG, Frank H., Redlands
ATTEBERRY, W. H., Whittier
AUEST, Mr. James A., Anaheim
BAGBY, Mr. & Mrs. H. F., Pebble Beach
BAILEY, Darwine B., Topeka, Kansas
BANDINI, Elliott Mr. & Mrs., Fallbrook
BARRIE, Arthur T. Mr., Palm Springs
BARKER, Gilbert Jones, Bel Air
BARNES, Charles M., Los Angeles
BECK, Howard James Mr. & Mrs., Pasadena
BECKLEY, Norman C. Mr. & Mrs., Palm Desert
BERGQUIST, Erick, Palm Desert
BERKAW, Dr. Kenneth, Long Beach
BERTRAND, J. Walter, Downey
BEVERLY, Helen, Mrs., Whitefish Bay, Wisconsin
BLACK, Mrs. George G., Louisville, Ky.
BLACK, Nancy Dorsey, Louisville, Ky.
BLADES, E. R., Indio
BLAKE, J. A., Pasadena
BLENKHORN, Mr. Ernest, Santa Monica
BLISS, Frederick W., San Marino
BLOSSOM, Mrs. Edward Judson, Palm Desert
BLYTHE, Mr. Lawrence B., Rolling Hills
BOGDANOWICH, Mr. & Mrs. Joseph J., Palo Verde
BOLTON, Mr. & Mrs. Elmer, Indio
BOND, Mrs. David E., Palm Desert
BOOZ, Mr. Edwin G., Palm Springs
BOSWORTH, Mr. & Mrs. Clarence H. Palm Desert
BOWMAN, Walter M., Long Beach
BOWMAN, Col. Walter C., La Quinta
BREIDING, Frank E., Los Angeles
BREWSTER, Mr. & Mrs. F. W., Kirkland, Washington
BROOKS, Mr. R. E., Palm Desert
BROWN, Frederick A., Daytona Beach, Fla.
BROWN, J. Wylie, Romoland
BROWN, Robert S., South Pasadena
BROWN, Mr. & Mrs. Ted W., Long Beach
BRUSH, Mr. & Mrs. John A., Los Angeles
BUCK, Ruben W., Oceanside
BULLOCK, Mr. Clarence E., Palm Desert
BUMP, Mr. & Mrs. Alexander P., Long Beach
CALL, Mr. Asa V., Los Angeles
CALLAWAY, Mr. Hulen C., Los Angeles
CAMP, Mr. Frank W., Palm Springs
CAMPBELL, Mrs. Marion, Palm Desert
CARLIN, D. B., Palm Springs
CARR, Mr. Charles H., Beverly Hills
CARR, William R., Indio
CASSELBERRY, Mr. William S., Long Beach
CAVANAGH, Mr. & Mrs. Frank, Indio
CAYLOR, Mrs. Marjorie, Palm Desert
CECIL, William J., South Pasadena
CLAIBORNE, Palm Village
CINQUINI, Mr. George, Los Angeles
CLAUSE, Mr. & Mrs. L. P., Indio
CLIMES, Mr. Lloyd F., Arcadia
CLOCK, Mr. Henry H., Long Beach
COINTE, Mr. & Mrs. Clement L., Los Angeles
CONSER, Dr. W. H., Cathedral City
COTNER, Mr. L. C., Hollywood
CRAIG, Mrs. Francis, Palm Desert
CRAWFORD, Mr. W. H., San Gabriel
CRAWFORD, Harry E., Long Beach
CROOKER, Robert H., Long Beach
CULVER, Mr. Gene Gordon, Palm Desert
CUNNINGHAM, P. H., Indio
DALTON, John R., Long Beach
DAMEREL, Dr. & Mrs. J. B., Pasadena
DANIELS, Charles H., Chicago, Ill.
DAVIDSON, Mr. E. Roy, Corona Del Mar
DAVIS, Mr. & Mrs. Harold E., Los Angeles
DAVIS, Mr. James A., South Pasadena
DeLAITTRE, Mr. Karl, Palm Springs
DENGLER, Mr. John C., Palm Springs
DENNIS, Carlyle, Santa Ana
DEUER, J. G., Los Angeles
DeVARANNE, Rene, Indio
DIXON, Mr. & Mrs. Arthur E., Lynwood
DONLEVY, Brian, Beverly Hills
DOUCETTE, Mr. Stanley, Los Angeles
DOUGAN, Dr. & Mrs. Stanley Palm Springs
DOWNING, Mr. & Mrs. Addis H., Laguna Beach
DUNCAN, Mr. & Mrs. H. W., Indio
DURNIN, Dr. & Mrs. William, Long Beach
EARNEST, Mr. & Mrs. George H., Los Angeles
ELLIOTT, Dr. & Mrs. Arthur C., Santa Ana
ELLIOTT, Mr. & Mrs. Jarvis H., Studio City
ELLIS, C. Ronald, Palm Springs
ELMORE, John J., Brawley
ELVERDAHL, Carl, Banning
EMERY, Mrs. Helen, Palm Springs
ENGORMAR, Harold G., Sherman Oaks
FENTON, Mr. F. S., Jr., Palm Springs
FERENTZY, Steven & Jean, Los Angeles
FEZLER, Ray, Indio
FIFIELD, Mr. Walter W., Palm Springs
FIKES, Mr. & Mrs. Lawrence "Larry" G., Los Angeles
FISHER, H. B., Los Angeles
FITZGERALD, James Vincent, San Francisco
FOLKEDALE, Miss Louise, Los Angeles
FULLER, Mr. George E., Los Angeles
GASPAR, Dr. M. R., Long Beach
GOKEY, Mr. J. G., Freeport, Illinois
GRANT, Mr. & Mrs. John, South Laguna
GRAY, Mr. James B., San Marino
GRAY, Mr. & Mrs. William, Downey
GRIFFITH, Rupert E., Los Angeles
GRIFFITHS, Mr. William, Vancouver, B. C.
GROSS, Mr. Harvey A., State Line, Nevada
GUERTH, Mr. Andrew F., Banning
HACKBORN, Mr. & Mrs. Rudd A., Palm Desert
HAGAN, Mr. Park K., Long Beach
HAMACHEK, Mr. & Mrs. Jule E., Palm Springs
HAMILTON, Mr. Monett George, Indio
HAMPTON, Don, Palo Alto
HANLON, Dr. & Mrs. Harold H., Los Angeles
HASTINGS, Mr. & Mrs. F. L. "Don," Santa Monica
HAYDON, Mr. Guy J., Palm Springs
HEFFERNAN, Mr. Jack, Palm Springs
HEINEN, Mrs. Patty B., Ontario
HENRY, Wallace F., Big Rapids Mich.
HICKS, Fred W., Indio
HICKS, Robert F., Bethesda, Maryland
HIGHTOWER, Mrs. C. C., Los Angeles
HILL, Mr. T. Kirk, Los Angeles
HOFFMAN, Mr. Renaud, Atherton
HOLMES, Mr. Dan W., Cleveland, Ohio
HOLT, Col. C. Zeno, Palm Springs
HOOF, Mrs. Frances A., Palm Springs
HORNBURG, Mr. Charles H., Jr., Bel Air
HORSMAN, Mr. E. W., San Francisco
HOUGH, Mr. Raymond W., Glendale
HOWELL, Jackson, Glendale, Calif.
HUBBARD, Mr. Alfred M., Vancouver, B. C.
JACOBEY, Barbara Downing, Laguna Beach
JAMISON, Mr. & Mrs. Fred F., Los Angeles
JARED, J. M., Indio
JOHNSON, Mr. Arvid H., North Hollywood
JOHNSON, Harry, Palm Desert
JOHNSON, Mr. J. A., Coachella
JOHNSON, Mr. & Mrs. L. H. Glendale
JOHNSON, Mr. Reuben M., Coachella
JONES, Mr. George Douglas, Hollywood
JONES, Ray Rodney, Jr., Alhambra
JOYCE, Mr. & Mrs. James E. Palm Springs
KEEDY, Robert D., Palm Desert
KENNEDY, Mr. Don, Seattle, Wash.
KENNEDY, Mrs. Mildred H., Lynwood
KING, Mr. & Mrs. Ray E., Palm Springs
KING, Mr. Roy F., Indio
KIRK, Mr. & Mrs. Morris P., Palm Springs
KLINGERMAN, Mr. & Mrs. Leland, Los Angeles
KRAMER, A. Ludlow, North Hollywood
KREUSCHER, Fred C., Forest Hills, L. I., N. Y.
KRINGS, Vernon, Los Angeles
KROEGER, Mr. Edward H., Indio
KRUM, Mr. Charles W., San Juan Capistrano
KUEHNE, Albert M., Chicago
KUMLER, Mr. C. F., San Francisco
LA BEAU, Art, Palm Springs
LA FORGUE, Mr. Henry, Palm Springs
LANDES, H. D., Salt Lake City, Utah
LARRABEE, Mrs. Eleanor W., Palm Springs
LARSON, Mr. & Mrs. Arnold M., Indio
LAWRENCE, John H., Winnetka, Illinois
LEEVER, Mr. & Mrs. Earl, Medford, Oregon
LELAND, Harold G., Rancho Mirage
LEONARD, Mr. Warren H., Tarzana
LEUSSLER, Mr. Harrison, Palm Springs
LEWIS, Mr. & Mrs. Louis B., Arcadia
LIPMAN, Mr. Carl, Los Angeles
LLOYD, Mr. & Mrs. Earle G., Palm Springs
LOCKETT, Miss Sallie Joan, Palm Springs
LONGSTREET, Jack P., North Hollywood
LYKKEN, Mr. & Mrs. Carl G., Palm Springs
McAFEE, Tom W., Banning
McCAULEY, Dr. Daniel Henry, Palm Springs
McCONNELL, Mr. & Mrs. Malcolm F., Jr., Manhattan Beach
McCORMICK, Glenn E., Salem, Ore.
McELWAIN, Mr. Paul V., Coos Bay, Oregon
McKAY, Mrs. Patricia D., Thermal
McINTOSH, Sherman, Indio
McKINNON, Mr. James Alan, North Hollywood

MacLAUGHLIN, Marguerite G., Maywood
MADDICK, Mr. & Mrs. Tamis, Los Angeles
MAIN. Mr. & Mrs. Martin, Indio
MAGGARD, Mr. Edward H., Palm Springs
MALONE, Mr. & Mrs. Jerry, Palm Desert
MARGUCCI, Mike, Palm Springs
MARKLEY, Mr. & Mrs. Walter C., Palm Desert
MARTIN, Charles E., Cathedral City
MARTIN, C. Standlee, Long Beach
MARTIN, William R., Long Beach
MELVIN, Mr. & Mrs. Bradford, San Francisco
MEREDITH, Divan, Thermal
METZ, Fred, Cathedral City
MILLEN, Mr. James A., Indio
MILLER, Mr. C. J., Hollywood
MILLER, Mr. Carrol A., Los Angeles
MILLSOP, T. E., Weirton, W. Va.
MINNIS, Mrs. Ethel, Palm Springs
MITCHELL, D. R., Detroit, Mich.
MONROE, Mr. Frank K., Culver City
MOORE, Mr. Hugh, Indio
MOORE, Mr. Murray E., Indio
MOORE, Mr. Patrick J., San Bernardino
MOORE, Mr. Samuel D., Mantua, Ohio
MORTON, J. W., Palm Desert
MURPHY, Dr. Edward L., North Hollywood
MYERS, Paul, Los Angeles
NAGEL, Mr. & Mrs. Frederick W., Los Angeles
NASH, Mr. & Mrs. Fred C., Altadena
NEARY, Mr. & Mrs. Phillip E., San Diego
NEWMAN, J. Curtis, Indio
NIELSON, Donald, Thousand Palms
NORDIN, Mr. & Mrs. Paul, Indio
NUTTEN, Mr. G. J., Indio
ODERKIRK, Mr. & Mrs. Glenn E., Los Angeles
OLSON, Mr. & Mrs. Stanley C., Minneapolis
O'NEILL, Mr. & Mrs. J. E., Fresno
OPDYKE, Mr. & Mrs. Frank W., Los Angeles
O'REILLEY, Col. & Mrs. James H., Palm Village
OUTCAULT, Mr. R. F., Palm Springs
OUTERBRIDGE, Mr. Paul, Laguna Beach
PAGE, Mr. Milton Courtney, Indio
PAGANO, Ernest S., Palm Springs
PAQUETTE, Mr. & Mrs. Alfred W., Los Angeles
PEAKE, Mr. & Mrs. E. W. A., Palm Springs
PEEK, Mr. Lon E., Long Beach
PELLETIER, Mr. & Mrs. Adrien C., Laguna Beach
PETERSEN, Mr. & Mrs. Arthur M., Pocatello, Idaho
PETERSSEN, Mr. William R., Banning
PIERSON, Mr. Raymond T., Pasadena
PITKIN, Ward S., Cathedral City
PLYMIRE, Harry L., Palm Springs
PORTER, Mr. & Mrs. C. John, Palm Springs
POTTER, Dan F., Alhambra
POTTER, Mr. James Allen, Los Angeles
POVEY, Mr. & Mrs. Charles, Palm Springs
PRESTON, Mr. Ord, La Jolla
RAFFERTY, Mr. Austin W. (Pat), Long Beach
RANSPOT, Mr. & Mrs. R. R., North Hollywood
RANDL, Julia, Banning
REED, Mr. Edward F., Tarzana
REGER, Mr. & Mrs. James S., Indio
ROBERTS, Clive E., Hayden Lake, Idaho
ROBERTSON, Harry M., Encino
ROGERS, B. D., Palm Desert
ROLAPP, Walter H., Los Angeles
ROWELL, Mr. & Mrs. Ernest G., La Jolla
RUGE, Dr. & Mrs. E. C., San Bernardino
RYAN, Clair E., Palm Desert
SANDBERG, Mr. Arthur W., Pasadena
SCHOLL, Dr. William M., Palm Springs
SCHUENEMANN, Mr. Hellmuth, Yucaipa
SERRUYS, Mr. & Mrs. W. A., Palm Springs
SHANK, Mr. John J., Indio
SHEA, Mrs. Lessie L., Los Angeles
SHEPARD, Carl, Indio
SIMON, E. Richard, Indio
SLEMONS, J. B., Balboa Island
SLOCUM, Mr. E. W., Palm Springs
SMITH, Mr. Harold, Kansas City, Missouri
SMITH, Mrs. Leathem D., Sturgeon Bay, Wisconsin
SMITH, Mr. W. Wallace, Rockford, Illinois
SPITKO, Mr. A. P., Palm Springs
STAMM, Mr. Edward H., Santa Barbara
STANFIELD, Mr. J. E., Indio
STANTON, Dr. Harry, Encino
STEARNS, Mr. Clay, Palm Desert
STEELE, Dudley M., Glendale
STEELE, L. T., New York City
STEPHENS, Dr. Hugh, Palm Springs
STIESS, Dr. Walter G., Los Angeles
STOUFFER, Mr. J. Harold, Aberdeen, Washington
STRICKLAND, Mrs. Helen E. Los Angeles
STRIZEK, Mr. Jere, Sacramento
SWEDENBORG, Mr. & Mrs. Henry, Glendale
SWEET, Marie Phelps (& George Boochever), Palm Desert
TAROLA, Mr. Joseph P., West Los Angeles
TANZOLA, Mr. & Mrs. J. Beverly Hills
TAYLOR, Harry F., Glendale
TENNISON, Dr. & Mrs. W. S., Arcadia
THOMPSON, A. C., Sioux Falls, So. Dakota
THOMPSON, Mr. Franklin R., Indio
TICHENOR, Mr. & Mrs. Arthur N., Rancho Mirage
TIMM, Fred W., Indio
UREY, Mr. & Mrs. George M., Hollywood
VALLAT, Mr. & Mrs. Ben W., Jr., Indio
VANGORP, Harry, Palm Springs
VIKUPITZ, Edward L., Long Beach
VON BRETON, Mr. & Mrs. Hamilton, Los Angeles
VOTAW, V. J., Pomona
WAGERS, B. R., Indio
WAHRER, Mr. & Mrs. L. M., Palm Desert
WAND, Mrs. Anita Johnson, Indio
WARD, Mrs. Margaret M., Palm Desert
WARDELL, Claude R., Arcadia
WELCH, Mrs. Bayard John, Los Angeles
WELL, Mr. Ira O., Palm Desert
WESTBY, Dr. (Rev.) & Mrs. W. Henry, Palm Springs
WHITCOMBE, Mr. & Mrs. Harry J., Davis, California
WHITE, Mr. & Mrs. Walter S., Jr., Palm Desert
WHITESIDE, Percy M., Palm Springs
WHITTLE, Mr. & Mrs. Harold F., Beverly Hills
WHITTLE, Mr. & Mrs. Hal G., Los Angeles
WHITWORTH, Mr. Stanley, Palm Springs
WIESE, Dr. & Mrs. J. C., San Pedro
WILLIAMS, Mr. & Mrs. Dan R., La Quinta
WILLIAMS, Mr. & Mrs. Warren L., Spokane
WILLIAMSON, Max R., Sacramento
WILLIS, Mr. Cornelius G., Sierra Madre
WILSON, Mr. Friend W., Indio
WILSON, Mr. & Mrs. Lester J., (& Miss Polly Wilson) San Diego
WILSON, Mr. & Mrs. Paul D., Greensburg, Penn.
WILSON, Robert Murray, Los Angeles
WINETROUT, Mr. C. A., Medford, Oregon
WINSTON, Mrs. A. G., Palm Springs
WOOD, Hector F., Palm Springs
WORCESTER, Mr. & Mrs. Allen H., Hollywood
WRIGHT, James F., Indio
YEATON, Mr. & Mrs. Walter J., Hollywood
YOST, Matio, Palm Springs
ZAIN, Mr. George K., Palm Springs
ZEPPIN-FIELD, Mr. & Mrs. W. M., Palm Springs

NEW THIS YEAR . . .

Many additions, improvements and changes have been made at the Club this year in preparation for the 1951-52 season.

The garden room has been roofed over and converted into a beautiful, stylized and smart supper club type of room now known as the Manzanita Room. Custom-made garden furniture fits in charmingly with the waterfall that graces the far corner of the room. Open, the Manzanita Room will serve as part of the main dining room. Closed, it will be available for receptions, weddings and other private functions.

Adult members of the Club will enjoy the privacy of the new, soundproof Card and Billiard Room. Everyone will derive pleasure in the new Little Theatre which will be the scene of television, movie and stage entertainment. Horseshoe, volley ball, paddle tennis and softball fans and players will find brand new facilities for their enjoyment.

The new poolside rumpus room, with its convenient snack bar, and the new Terrace restaurant, will be thoroughly enjoyed by members and their guests. The new equestrian arena, with its green, turfed infield and white fencing, will be the center of continuous activity for horse fanciers and will be the setting for many colorful events including gymkhanas, rodeos, amateur polo, sulky racing and an annual horse show. The pitch and putt golf course has been redesigned and lengthened, complete with new grass. There are also new shuffleboard courts, a new screen for outdoor movies, and a stage for pleasurable hours on the lawn watching pageants and amateur presentations for fun and entertainment.

BROOKS AND MOORE EXCLUSIVE AGENTS

Operating in two locations in Palm Desert, Brooks and Moore, Realtors, exclusive agents for Palm Desert properties, are equipped to render a complete service to property owners and prospective purchasers of homes, homesites, business and income properties in this fast growing community.

The management of the agency is headed by S. S. (Dinty) Moore, whose experience in the Palm Desert area extends back to 1923. Bill Brooks, prominent Long Beach realtor, began his career in 1925 and has been associated with development projects in Florida, Texas and Southern California. Interested persons can obtain authentic and comprehensive information pertinent to home ownership on the desert and utilize this extensive background and experience to good advantage.

In addition to the office maintained alongside the pool at the Shadow Mountain Club, a new tract office has recently been opened in the former post office building, in the heart of the business district.

The firm is exclusive agent for several outstanding builders in Palm Desert and will gladly render assistance or advice in the development of desert properties. Consultation is without obligation and interested parties are urged to make use of these facilities.

The organization is ably staffed by associates Mrs. Mary McNamara, C. D. McGee, Truman W. Erp and Bill McLaughlan, and will virtually give service on all real estate problems twenty-four hours a day.

wading pool and playground; many went boating on our private lake.

WESTERN DOINGS WERE MANY. There were group rides with the Palm Desert Raiders, solo riding over meandering trails that lead to serene canyons, breakfast rides with chuck wagons, music, and all the color of the Old West, barbecues, and square dancing that's so old fashioned it's new once again.

RACQUET TIME WAS LIVELY. Novices, good players and champions kept the tennis courts active all during the days and a good part of the nights, under lights. For those less strenuously inclined, the ping pong balls bounced with facility. During the latter part of the season, players were able to enjoy

the luxury of the new rumpus room, only steps removed from the playing area.

GYMKHANA TIME in the arena, thrilled lovers of good horsemanship. Many events were staged, some spectacular, others quiet maneuvers; all pleasing to the spectators. Here, too, was the scene for old-car racing and many other events that bring people outdoors, in the dead of winter, for hours of good sunshine.

CIVIC AND COMMUNITY projects were supported by the Club. The 23rd district of the Parent and Teachers Association held their big meeting; the Riverside County Federation of Junior Women's Clubs met here; the internationally famous Tokio Raiders gathered for their fifth annual reunion; and regularly, the local Rotary Club held meetings every Friday. The Club takes part in affairs of good citizenship.

EVERYONE OF EVERY AGE, whether observer or participant, found waiting an endless round of activities should they want to enjoy them. Not obtrusively, though, for the activities flowed quietly around you in a pleasant, reassuring way without disturbing those that sought only rest and repose.

SOCIAL DIRECTOR, Irene Matthias, kept things rolling along smoothly. Whether to entertain the little toddlers with "Clancy the Cop," at the Saturday noon parties, or readying the most elaborate preparations for formal functions of the grown-ups, she rolled the wheels of fun with spontaneity and with quiet efficiency.

Everyone Enjoyed Themselves!

* * *

HEARSAY HAS IT . . .

A new tradition may be aborning in Palm Desert since it has been rumored that plans are in the making for "housewarming" parties to be given as each of the many new homes abuilding are opened for occupancy. Invitations to Palm Desert neighbors would make possible viewing of the new homes. Gifts, limited in value to one or two dollars, would be presented by guests to their hosts.

It appears to be a good neighborhood idea.

Time Now at Hand to Propose New Members

Much has happened in a few scant years. We have grown rapidly. Time is running out on membership availability!

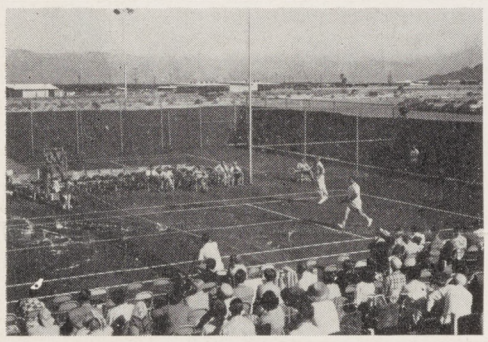
From wasteland to wonderland is the saga of the Shadow Mountain Club in four short years. Fast becoming a reality is the original dream of a planned community with the process of construction and completion of 127 homes scattered over 1620 acres of desert dreamland, gravitating around the focal center of the Club with all its facilities for family enjoyment.

Of even greater significance than the physical transformation, is the successful creation of an intangible quality of perfect environment which springs from the membership itself. It is a quality not possible of description or definition . . . it is just something that exists by reason of high standards self-invoked by members and their guests.

Shadow Mountain Club has become the mecca for more than one thousand members from 28 States. They come here for stays of varying time . . . some for weeks, others for months and some permanently. The spacing of attendance provides ample facilities for all . . . the Club is never crowded. There is room for additional members in limited numbers. But the day when availability of memberships must be closed to further increase is not far off.

The character of quality, which is the coveted pride of The Board of Governors, is the paramount consideration for the future, and, if possible, to be improved upon. Members are urged to consider the list of those friends and associates they would particularly enjoy having as members of the Club. New members who are harmonious and will appreciate the many advantages afforded by this Club of distinction. In fact, it is a privilege of membership to propose future members of their choice. In no other way can we more positively insure the same tenor of membership, the friendly spirit of camaraderie, the consistent enjoyment of all the community facilities offered in Palm Desert and the Shadow Mountain Club.

Both the time and number of memberships are limited. Right now is the moment for you to propose any new members—members of your choosing—to share with you the qualities which Shadow Mountain Club has built so successfully, satisfactorily and completely. Qualities to which the Board of Governors and management have dedicated themselves to maintain in the future.



RACQUET PLAY TIME. Charles Farrell of silent films, tennis and mayoralty fame (1), returns a fast one, with Harry Plymire readying for an assist. Photo was taken at time of Club's sponsorship of exclusive appearance of the World Championship Professional Tennis Matches. The Bobby Riggs troupe included: Jack Kramer, Pancho Segura, Gussie Moran and Pauline Betz.

CANDY CANE CHILDREN. Wonderful is Christmas and its children's memory-time parties. Lendy, daughter of Mr. and Mrs. Leonard K. Firestone, (far left) and guests listen carefully as Santa Claus jovially appraises proportions of cotton snow man and candy cane. Yuletide at the Club is always fun time for youngsters.

What's Doing--
Or Good Times Ahead!

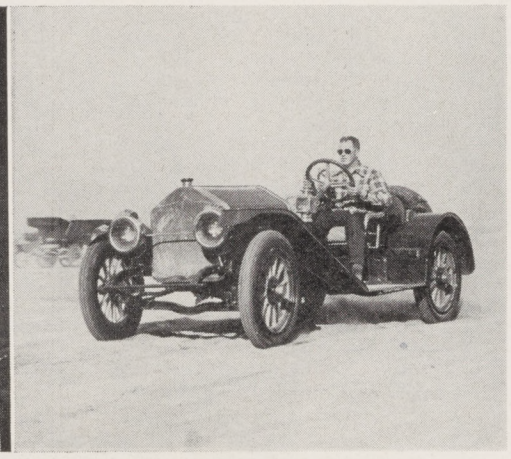
A partial what's doing synopsis of this season's schedule is listed here. Details in advance notices will alert you as each date draws near. Here are a few of the activities planned.

Informal Opening in mid-October, marks the beginning of the winter season. A sort of homecoming in Western theme. **Sportsmen's Dinner,** on the masculine side, with or without your own game. **Hallowe'en Frolic,** costume party, dinner-dance for the Juniors. Jack O'Lantern Parade for the kiddies. **Formal Opening** in early November, with outstanding entertainment, dinner-dancing. **Turkey Shoot,** old-time pre-holiday, followed by Thanksgiving dinner-dance; pitch and putt tournament. **Special Yuletide and New Year's** festivities, the latter party a gala affair. **Roaring Twenties** party, fun races, old-car caravansers. **Vaudeville,** member participation starts in October builds to grand finale later. **Gymkhana,** Palm Desert Raiders 4th annual event. **Cupid's Capers,** or Valentine Party. **Arabian Nights Ball,** a night of desert fun and fantasy. **Shadow Ball,** 4th annual and formal; a big night of the season. **Carnival Day,** exclusively for Juniors. **Easter Week,** sunrise services, week-long events for the kiddies, fashion shows. **149'ers Pioneer Party,** celebrating completion of 149 Palm Desert Homes. **Plantation Funtasy** with a desert accent, highlights popular Dixie Ball. **Luau Time,** means parties in Hawaiian tempo. **Fashion Shows,** ranging from sun and ski to styles under the stars. . . . so many, many others . . . Plus the continuing activities of the **Shady Downs Derby,** complete with "tote" system. **Aqua Spectacles,** amateur and professional. **Tennis Matches and Tournaments,** keeping the courts busy most of the time. **Square Dances,** with a merry hi-de-ho. **Riding,** daily and moonlightly from our own stables. **Movies and Travelogues,** on the greensward and Little Theatre. **Golf Meets,** on our pitch and putt course. **Dancing Nightly,** to the best of scintillating music. **Ad infinitum,** to your heart's content!

HISTRIONICS FORGOTTEN. In the mood of party-dinner time, film stars switch from acting to pleasant banter. Dennis O'Keefe, Grace Bradley (Mrs. Boyd), Bill —the Hopalong Cassidy hero to millions of youngsters — Boyd, and Mrs. O'Keefe create their own moments of entertainment, in the Club dining room.

TOKIO SANDMEN. Cliff Henderson hosts General James Doolittle's famous Tokio Raiders who heroically helped sandbag the Japanese into submission with potent bombing sorties. Occasion was their 5th annual get-together, held this year at the Club.

JUBILANT JUNIOR SET. Irene Matthias, Club social director (back row center), together with adult aides, takes time out from swirl of activities to pose for an impromptu photo with a group of junior-age girls during an evening party-time. Well planned activities that sparkle with liveliness are part of a full schedule of interesting activities for all age groups.

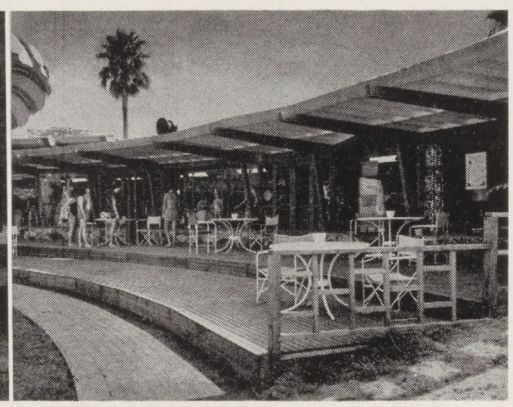


GALLANTRY AND GAS BUGGIES. Terrific on the tracks and synonymous with early-day racing is celebrated Ralph DePalma chivalrously assisting Mrs. DePalma into a car of early vintage. To the right is Lindsley Bothwell speeding in old-time car. Scenes were taken during the Club's annual fun-frolic, the Roaring Twenties caravansery of yesteryear's gas buggies.

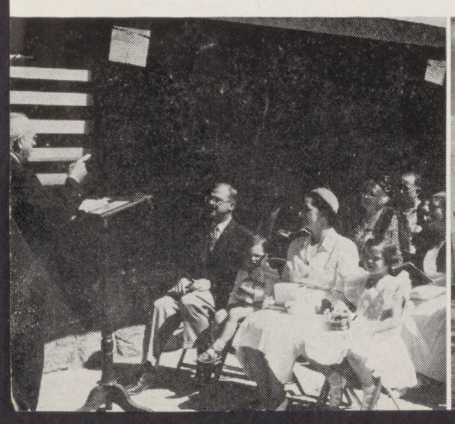
FUN AND FOOD. Now in service is the new rumpus room and snack bar at the north end of the Club pool, adjacent to the tennis courts, ping-pong tables, the new shuffleboard courts and the general recreational area. This is an added facility that is proving very popular with members and their guests. For a quick bite to eat, a cooling drink, for play, or relaxation from activity, it is an ideal spot for fun. Nearby children's play area makes it handy for youngsters to enjoy refresh-

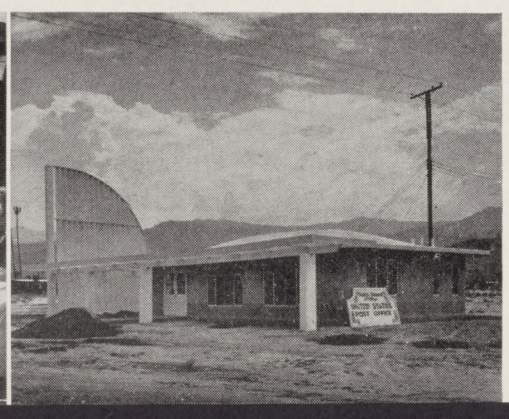
APPAREL FOR LEISURELY LIVING. Stuard's Sun Shop, Club poolside, is a handy shopping convenience for everything in the latest sportswear, sports equipment. Shop features apparel for all the family; California original and imports; Hobe costume jewelry; Western togs; everything in swimming equipment from floating toys to Catalina swim suits; White Stag and many other well known lines of famous sportswear. Proprietors Truman S. and Claire Stuard also maintain quality shops in La Jolla and Coronado.

SERVICES IN SUNSHINE. Dr. John Robinson MacCartney, Palm Desert Community Church, conducts services for residents both inside and outside the newly dedicated and entirely paid for church edifice. Modern in design and construction, the church is an imposing building that adds much to the architectural beauty of the community. Plans are now in progress for building a parsonage for Dr. MacCartney and family.



OUTGROWS OLD QUARTERS. Keeping pace with rapid expansion of the Palm Desert community has necessitated building larger quarters for handling the increased postal business. Shown here, just prior to completion, but now officially opened, is the smartly modern, fireproof, reinforced concrete structure that would be a credit to many an older community.





Commnnity of Gracious Neighbors Shows Amazing, Continuous Growth

Town Grows Around Nucleus of Shadow Mountain Club and Family Club Idea

The value of careful community planning is now becoming apparent with the rapid expansion of all phases of Palm Desert growth. Since most contingencies of the future were anticipated in the drawing board stage, the pattern of development builds into a shapely whole that will long stand in the face of progress. On both sides of wide highway 111, with outer lanes for safe and easy access to business houses, many new enterprises are steadily being added in impressive numbers.

The new business center, attractively built around a well landscaped central court, now houses five thriving business firms. A smart, modern pharmacy, is an all important adjunct serving essential needs. An arts and crafts shop will add greatly to shopping interest. The new Indian Trading Post and Gift Shop offers a host of suggestions for gift-giving. A progressive real estate firm provides its capable services. A contractor-builder's office buzzes with activity related to construction. Modernistic in design, the business center is a charming and delightful place that will prove popular with residents in the area.

Long famous in Palm Springs, Kelley's, outstanding in the furniture and decoration field, is now established in an interesting colony of separate buildings (connected by passageways), that face an attractive patio. The arrangement furnishes a great deal of atmosphere and is ideal for display purposes.

The ladies have not been overlooked, for there is now a very fine beauty salon located on the highway, catering to the care of coiffures and other feminine beautification.

These new facilities will contribute greatly to the already established business activities that have served Palm Desert so well in the past. Excellent cafes and restaurants, service stations, gift shops, a grocery, liquor store, barbershop, furniture store, five and ten, women's apparel, hardware and lumber company, cabinet shop, flooring firm, insulation business, nursery, building contractors, realtors, modern hotels and motels provide for almost every need of a community.

Palm Desert is fortunate in having a splendid medical center where the finest medical care is available. Attorneys, architects and designers are located in the town and offer their very professional services.

Many an older community would welcome such an institution as the Desert Pueblo, at Palm Desert. Housed in a beautiful, modified Indian Pueblo of impressive proportions, is a representation of the fine arts; literally in Palm Desert's front yard. Its Art Gallery exhibits outstanding paintings and sculpturing, year 'round. Here is published the foremost periodical of its kind, the *Desert Magazine,* telling the desert story to a readership throughout the world. The *Lapidary Journal,* tops in its field nationally, is another magazine published here, making Palm Desert the publishing center of the West for rock and lapidary hobbies. Its bookshop features an extensive library of lore and literature of the Southwest, artifacts, handcrafted objects of art, particularly desert woods of manzanita, Joshua and others. The Pueblo is open seven days weekly from mid-October until the first of May. It is a definite cultural attribute to the community, and it is doubtful whether any other town, of comparable size, can boast of a quarter-million dollar investment in an institution devoted to the Arts.

SHADOW MOUNTAIN CLUB OFFICERS AND BOARD OF GOVERNORS

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COFFEE BUT NOT CAKES. Outdoor living, in the dead of winter, California desert style, is a time for traditional barbecues featuring meat courses aided and abetted by copious quantities of steaming coffee from old fashioned pots. Joseph Kirk (1) pours at party in patio of Palm Desert home.

SUN LODGE LIVING . . .

(Continued from page 3)

preference. All are distinctive, charming, livable; regardless of type.

One of the distinctive pleasures of Sun Lodge living is the friendly association of fine neighbors. The enjoyment of impromptu, informal swim, luncheon or cocktail parties, with Mrs. Wilson inviting or being invited in turn by such fellow Colonists as the Ed Oshiers, George "Gabby" Hayes, Harry Fishers, Mrs. William Wilson, the Ben Spondbergs, Fred Kreuschers, Mrs. E. J. Blossom; the proximity of interesting Colonists such as the Edgar Bergens, Clarence Browns, Earl Gilmores, Brian Donlevy and others.

Unique feature of Sun Lodge living is the modest investment required and relief from all worries of upkeep. One moderate annual fee covers all management services and payment of building taxes, insurance, maintenance of lawns, walks, landscaping and the Sun Lodge Colony private pool. Complete hotel or maid service is immediately available by the simple expedient of phoning. Income possibilities are open, as in the instance of Mrs. Wilson who bought an additional unit for housing her personal guests, and provides an income return by occasionally renting her guest bungalow when not otherwise occupied.

Sun Lodge Living seems to be the perfect solution to the problem of having a desert haven and home of one's own, with modest investment, and fully protected, complete freedom from care of property.

Construction Figures Near Two Million Mark

In varying stages of construction, ranging from foundations to roofs and finishing, building activity during the past five months has made Palm Desert a veritable bee-hive of industry.

At present time, aggregate value of homes (exclusive of commercial building) presently under construction, totals the impressive sum of $1,582,000, with many more homes actively in the drawing board stage.

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